

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 2, 2017/2018 SESSION

### LPI 2027 – PROFESSIONAL IMAGE AND ETIQUETTE (All sections)

7 MARCH 2018  
9.00 a.m. – 11.00 a.m.  
(2 Hours)

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#### INSTRUCTIONS TO STUDENT

1. This question paper consists of **FIVE** pages with **TWO** sections only.
2. Answer **ALL** questions in **SECTION A** and **SECTION B**.
3. Write all your answers for **SECTIONS A** and **B** in the *Answer Booklet*.

**SECTION A: MULTIPLE CHOICE QUESTIONS [20 MARKS]****Instructions:** Answer **ALL** questions in this section.

1. Which of the following does NOT describe *ethical conduct* in the workplace?
  - A. Companies usually expect employees to comply with applicable local laws and government regulations.
  - B. Typically, a model for professional conduct consists of a set of rules that prescribe a baseline of legal ethics and professional responsibilities.
  - C. An effective leader ensures her subordinates minimize the training they need to attend to exemplify model ethical conduct in the workplace.
  - D. Good ethical conduct in the workplace indicates that employees take pride in their company's ethical standards and have respect for other employees, customers, suppliers and partners.
2. Which *principles of etiquette* below if acted upon daily, will result in excellent relationships in the workplace?
  - i. *Respect* can be a feeling, and it can be demonstrated in our actions and words.
  - ii. *Honesty* is both about telling the truth and avoiding even white lies, and about acting sincerely and with integrity.
  - iii. *Consideration* is about having empathy for another person, and the key to consideration is thoughtful behaviour.
  - A. i only
  - B. i and ii
  - C. ii and iii
  - D. i, ii and iii
3. You have heard the saying, "You only have one opportunity to make a *first impression*." All the following explanations support the above statement EXCEPT
  - A. a positive first impression is an important start to building a relationship with your customers
  - B. a first impression is the event when one person first encounters another person and forms minimal mental image of that person
  - C. whether the interaction is over the phone or in-person, the initial impression can set the tone for the entire customer experience
  - D. these first impressions can be nearly impossible to reverse or undo, making those first encounters extremely important, for they set the tone for all the relationships that follows
4. Convincing others of your credibility requires two key elements. Which of the following statements best explain the two key elements?
  - i. *Trust*. Clients must believe you will act with their best interests in mind. Credibility and visibility go hand-in-hand.
  - ii. *Knowledge*. You must be seen as knowledgeable about the product or service you are selling or promoting by providing expert information.
  - iii. *Communication*. You need to know what the client wants and then communicate the image you want to project.

**Continued...**

A. i only  
B. i and ii  
C. i and iii  
D. ii and iii

5. Your personal brand is your reputation. It is intricately tied to your *professional image*. All of the following statements explain *building your personal brand* EXCEPT \_\_\_\_\_.

A. building your personal brand is a one-time process  
B. your personal brand should be in sync with the company brand  
C. it is the essence of who you are and reflects your values, goals, dreams, strengths, weaknesses, mission and methods  
D. authenticity, clarity and consistency are the key ingredients of a strong personal brand that will help you project a clear message and stand out from the competition

6. Honesty \_\_\_\_\_.  
A. is the bedrock of trust and trustworthiness  
B. is valued in some ethnic and religious cultures  
C. involves being trustworthy, loyal, fair, and sincere  
D. is a facet of moral character and connotes positive and virtuous attributes such as integrity, truthfulness, straightforwardness, including straightforwardness of conduct, along with the absence of lying, cheating, theft, etc.

7. A workplace that values honesty will reap many advantages. Which of the following describes the advantages?  
i. Co-workers will trust each other.  
ii. A company may have to forgo short-term gains in order to uphold honest ideals, it will come out ahead in the long run.  
iii. Employees will view management with less suspicion and customers will return and spread the word about the company's integrity.  
A. i only  
B. ii only  
C. i and iii  
D. i, ii and iii

8. An excellent manager brings people together by displaying and demanding *respect* in the workplace. Which of these statements explain what he does?  
i. Matches the right people with the right job.  
ii. Wants to see employees grow and succeed.  
iii. Focuses on what is best in people not the worst.  
iv. Defines desired outcome while giving subordinates the latitude to accomplish them in their own ways.  
A. i and ii  
B. i and iii  
C. ii, iii and iv  
D. All of the above.

Continued...

9. Unlike social etiquette, the explanation below on *office and business etiquette* are primarily based on \_\_\_\_\_.

People who meet under social circumstances are generally considered equal with some exceptions, for example, age among other things. However, when socializing within the office or a professional environment, rank and hierarchy dictate etiquette.

- i. Hierarchy and power
- ii. Common sense and courtesy
- iii. personal relations between co-workers

A. i and ii  
B. i and iii  
C. ii and iii  
D. i, ii and iii

10. Most people would jump at the opportunity described below when a boss shows up late to a meeting that is about to conclude. Which of the following would look professional?

It may seem like an excellent opportunity to exploit your boss's weaknesses, especially if one of them is showing up late for meetings, but ignoring your boss's presence at the meeting or criticizing her will only reflect on your lack of *professionalism*. On the other hand, being courteous and bringing your superiors up to speed ensures they can count on you in the future.

- A. Openly criticize your boss about being tardy upon her arrival.
- B. Once the session is over, tell her that it is bad practice to show up late for meetings.
- C. Slightly nod when she enters but continue with the meeting without bringing her up to speed.
- D. Thank her for stopping by; politely interrupt the person speaking at the meeting and debrief your boss on the agenda.

11. Your friend from college joins your company in a superior role to you. How should you interact with her in the office?

- A. Talk informally and do not take her orders seriously.
- B. Treat her like a superior in the office and as a friend outside.
- C. Show disdain and jealousy because she was offered a higher position while you were not.
- D. Break your friendly ties with her completely and maintain only a professional relationship.

12. If you are running late for an appointment because your boss has called a last minute meeting, it is best to \_\_\_\_\_.

- A. choose to attend the meeting preferred
- B. call immediately and reschedule the meeting for a later time or another day
- C. try and go to both meetings even if you leave one early and arrive late for the other one

Continued...

D. call and let the person's administrative assistant know that you will be an hour late for your scheduled meeting

13. You have gone to the office fridge to retrieve your lunch and discover that someone has sampled your food. You \_\_\_\_\_.  
A. add laxatives in your food  
B. label your lunch next time with your name  
C. set up a video camera in the kitchen to catch the person  
D. talk about it to your colleagues and check if they had done it

14. The following statements describe an example of a common cultural value in the workplace EXCEPT \_\_\_\_\_.  
A. care passionately about doing work that helps others  
B. believing that you should provide your clients with fast and accurate service  
C. focus on projects that will either build your expert status or achieve a public win  
D. always willing to pitch in or stay late if someone is behind on an important deadline

15. At a work luncheon, which of the following is an example of proper courtesy?  
A. Telling a political joke.  
B. Arriving five minutes late.  
C. Thanking your server when he fills your water glass.  
D. Using your cell phone to make a personal call at the table.

16. Professionalism includes all of the following EXCEPT \_\_\_\_\_.  
A. appropriate attire  
B. willingness to learn  
C. compromising values  
D. specialized knowledge

17. Employers desire professionals who \_\_\_\_\_.  
A. speak their mind and talk over others  
B. treat others respectfully only when they deserve it  
C. discuss personal issues with co-workers to build relationships  
D. listen actively, honour commitments, and seek help when needed

18. Why is eye contact an important factor in communication?  
i. Eye contact keeps you focused on the topic.  
ii. Eye contact creates an individual connection.  
iii. Eye contact confirms to the speaker that you are actively listening.  
A. i only  
B. i and ii  
C. ii and iii  
D. i, ii and iii

19. The following descriptions are all examples of \_\_\_\_\_ communication.

Font choices, facial expressions, symbols, timing, and body language.

Continued...

- A. verbal
- B. virtual
- C. nonverbal
- D. technological

20. If you are answering the phone in a business setting, which of these statements is an example of poor phone etiquette?

- A. "I don't know where he is."
- B. "She is unavailable at the moment. Would you like to leave a message?"
- C. "I expect her shortly. Would you like to leave a message on her voice mail?"
- D. "I'm sorry. He is not in the office at the moment. Would you like to leave a message?"

**SECTION B: STRUCTURED QUESTIONS [30 MARKS]**

**Instruction:** Answer *ALL* questions.

1. Explain the term "etiquette". (2 marks)
2. Describe what it means to be a professional in the workplace. (3 marks)
3. Demonstrating professionalism is important at all levels in a company. Give *three* reasons explaining the importance of professionalism. (6 marks)
4. a. Explain the meaning of *unethical behaviour*. (2 marks)  
b. Give *five* examples describing *unethical behaviour* by professionals. (5 marks)
5. *Honesty* and *ethics* are the two most powerful leadership traits. Explain. (4 marks)
6. Explain the term "*respect*" in the workplace. (3 marks)
7. a. Define what *courtesy* means. (2 marks)  
b. Elaborate *three* examples of courtesy and explain. (3 marks)

**End of Paper**